



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 102703

**Schedule Dates** 09/15/12-09/21/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1775  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D :60  
OBAMA FOR AMERICA :60'S

**Date Entered** 09/14/12  
**Last Modified** 09/20/12  
**Entered By** Erica Pegues  
**CO-OP** No  
**Headline #** ECR07903949  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,197.00  
**Net Total** \$57,783.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Sep. 2012	48	\$67,980.00
<b>Grand Total:</b>	<b>48</b>	<b>\$67,980.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NFL/AFC FOOTBALL	09/16/12-09/16/12	4	1:00	4:25P- 7:30P (EST)	1							X	1	\$4,400.00	\$4,400.00	WBNS-TV (WBNS)	4:00P-CC NFL Game	9/14/12
2.0	Normal Line / NFL-BROWNS/BENGALS	09/16/12-09/16/12	3	1:00	12:57P- 4:25P (EST)	1							X	1	\$12,000.00	\$12,000.00	WBNS-TV (WBNS)	12:56P-CC NFL Browns/Bengals	9/14/12
3.0	Revised Line / SPORTS	09/15/12-09/15/12	3	1:00	3:30P- 6:58P (EST)	2						X					WBNS-TV (WBNS)	COLLEGE FOOTBALL	9/14/12
3.1	Normal Line / NCAA SPORTS	09/15/12-09/15/12	3	1:00	3:30P- 6:58P (EST)	2						X		2	\$2,000.00	\$4,000.00	WBNS-TV (WBNS)	COLLEGE FOOTBALL	9/14/12
4.0	Normal Line / SPOT	09/15/12-09/15/12	5	1:00	11P- 11:35P (EST)	1						X		1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	NEWS	9/14/12
5.0	Normal Line / SPOT	09/15/12-09/15/12	5	1:00	11:35P- 12A (EST)	1						X		1	\$500.00	\$500.00	WBNS-TV (WBNS)	W2W	9/14/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	5P- 6P (EST)	2	X	X	X	X	X			2	\$1,100.00	\$2,200.00	WBNS-TV (WBNS)	5pm News	9/14/12
7.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	6P- 6:30P (EST)	1	X	X	X	X	X			1	\$1,250.00	\$1,250.00	WBNS-TV (WBNS)	6pm News	9/14/12
8.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	6:58P- 7:30P (EST)	2	X	X	X	X	X			2	\$1,500.00	\$3,000.00	WBNS-TV (WBNS)	JEOP	9/14/12
9.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	7:30P- 7:57P (EST)	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	WBNS-TV (WBNS)	WHEEL	9/14/12
10.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	11P- 11:35P (EST)	2	X	X	X	X	X			2	\$1,400.00	\$2,800.00	WBNS-TV (WBNS)	11pm News	9/14/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	11:35P- 12:37A (EST)	2	X	X	X	X	X			2	\$500.00	\$1,000.00	WBNS-TV (WBNS)	LETTERMAN	9/14/12
12.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	12:37A- 1:37A (EST)	2	X	X	X	X	X			2	\$80.00	\$160.00	WBNS-TV (WBNS)	FERGUSON	9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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13.0	Normal Line / SPOT	09/15/12-09/15/12	4	1:00	6:57A- 9A (EST)	1						X		1	\$800.00	\$800.00	WBNS-TV (WBNS)	EARLY SHW SAT	9/14/12
14.0	Normal Line / SPOT	09/16/12-09/16/12	4	1:00	8:58A- 10:30A (EST)	1							X	1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	SUNDAY MORNING CBS	9/14/12
15.0	Normal Line / SPOT	09/15/12-09/15/12	S	1:00	6:58P- 7:30P (EST)	1						X		1	\$400.00	\$400.00	WBNS-TV (WBNS)	NEWS	9/14/12
16.0	Normal Line / SPOT	09/19/12-09/19/12	S	1:00	7:57P- 9:30P (EST)	1			X					1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	SURVIVOR	9/14/12
17.0	Normal Line / SPOT	09/19/12-09/19/12	S	1:00	9:30P- 11P (EST)	1			X					1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	BIG BROTHER	9/14/12
18.0	Normal Line / SPOT	09/21/12-09/21/12	S	1:00	10P- 11P (EST)	1					X			1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	BLUE BLOODS	9/14/12
19.0	Normal Line / SPOT	09/17/12-09/21/12	S	1:00	11:58A- 12:30P (EST)	2	X	X	X	X	X			2	\$550.00	\$1,100.00	WBNS-TV (WBNS)	Noon News	9/14/12
20.0	Normal Line / SPOT	09/17/12-09/21/12	4	1:00	12:30P- 2P (EST)	1	X	X	X	X	X			1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	SOAPS	9/14/12
21.0	Normal Line / SPOT	09/17/12-09/21/12	4	1:00	2P- 3P (EST)	2	X	X	X	X	X			1	\$800.00	\$800.00	WBNS-TV (WBNS)	TALK	9/14/12
21.0.1	Closed Preempt	09/21/12															WBNS-TV (WBNS)	Political/Spot -1600	
22.0	Normal Line / SPOT	09/17/12-09/21/12	S	1:00	3P- 3:55P (EST)	1	X	X	X	X	X				\$350.00		WBNS-TV (WBNS)	DR PHIL	9/14/12
22.0.1	Closed Preempt	09/20/12															WBNS-TV (WBNS)	Political/Spot -800	
23.0	Normal Line / SPOT	09/17/12-09/21/12	S	1:00	3:58P- 5P (EST)	2	X	X	X	X	X			2	\$350.00	\$700.00	WBNS-TV (WBNS)	DR OZ	9/14/12
24.0	Normal Line / SPOT	09/17/12-09/21/12	S	1:00	5A- 5:55A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	WBNS-TV (WBNS)	5am News	9/14/12

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25.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	5:57A- 7A (EST)	1	X	X	X	X	X			1	\$700.00	\$700.00	WBNS-TV (WBNS)	6am News	9/14/12
26.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	7A- 8A (EST)	2	X	X	X	X	X			1	\$750.00	\$750.00	WBNS-TV (WBNS)	7am Early Show	9/14/12
26.0.1	Closed Preempt	09/21/12															WBNS-TV (WBNS)	Political/Spot -800 (2x)	
27.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	8A- 8:55A (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	WBNS-TV (WBNS)	8am Early Show	9/14/12
28.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	4:25A- 4:58A (EST)	1	X	X	X	X	X			1	\$20.00	\$20.00	WBNS-TV (WBNS)	4:30am News	9/14/12
29.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	8:58A- 9:55A (EST)	2	X	X	X	X	X			2	\$350.00	\$700.00	WBNS-TV (WBNS)	KELLY	9/14/12
30.0	Normal Line / SPOT	09/17/12-09/21/12	5	1:00	9:58A- 10:55A (EST)	1	X	X	X	X	X			1	\$500.00	\$500.00	WBNS-TV (WBNS)	DEAL	9/14/12
31.0	Normal Line / SPOT	09/17/12-09/21/12	4	1:00	10:58A- 11:57A (EST)	2	X	X	X	X	X			2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	TPIR	9/14/12
32.0	Normal Line / SPOT	09/16/12-09/16/12	4	1:00	7:30P- 8:30P (EST)	1							X		\$8,000.00		WBNS-TV (WBNS)	60 MINUTES	9/14/12
32.0.1	Closed Preempt	09/16/12															WBNS-TV (WBNS)	No Avail/Exception -	
33.0	Normal Line / SPOT	09/16/12-09/16/12	5	1:00	12:05A- 12:30A (EST)	1							X	1	\$500.00	\$500.00	WBNS-TV (WBNS)	W2W	9/14/12
34.0	Normal Line / SPOT	09/21/12-09/21/12	5	1:00	7:57P- 9P (EST)	1					X			1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	UNDER COVER BOSS	9/19/12
35.0	Normal Line / SPOT	09/20/12-09/20/12	4	1:00	8:58P- 10P (EST)	1				X				1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	TWO MEN/TWO MEN	9/19/12
36.0	M/G For 26.0.1 / SPOT	09/21/12-09/21/12	3	1:00	3P- 3:55P (EST)	1					X			1	\$1,600.00	\$1,600.00	WBNS-TV (WBNS)	Dr. Phil	9/20/12

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37.0	M/G For 22.0.1 / SPOT	09/21/12-09/21/12	5	1:00	5A- 5:55A (EST)	1					X			1	\$300.00	\$300.00	WBNS-TV (WBNS)	Sam News	9/20/12

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